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Deliverable 10.1: Plan for Dissemination

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<b>Project number</b>	282793 (cycLED)
<b>Project title</b>	Cycling resources embedded in systems containing Light Emitting Diodes

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<b>Abstract</b>	<p>The aim of this report is to describe the dissemination process within the project cycLED. The key target groups for the dissemination are companies interested in eco-innovative solutions, scientific community, policy maker, potential business partners. Therefore it is important to have good long-term relations to national and European policy makers.</p> <p>Main target groups for internal communication are partners, executives and the members of the consortium.</p> <p>To reach the awareness level intended, dissemination will be supported by communication tools and materials, such as a website, project flyers, video and papers.</p> <p>For the publication of project results the project members will participate in national and international conferences and workshops.</p> <p>Fraunhofer IZM will coordinate and continuously update a dissemination plan, which lists all relevant events and media and the responsible project partner(s).</p>
<b>Keywords</b>	

Project funded by the European Commission within the Seventh Framework Programme		
Dissemination Level		
<b>PU</b>	Public	<b>x</b>
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission	

	Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	

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## 1. DISSEMINATION OBJECTIVES AND STRATEGY

The final goal of cycLED is to produce eco-innovative solutions which will be implemented by the industry. The dissemination activities of cycLED have two main objectives:

1. Inform about results and outcomes of cycLED
2. Convince stakeholders, like SMEs and other companies that eco-innovative LED solutions will give them advantages, e.g. to protect the environment, decrease costs, increase the competitiveness.

### 1.1. Main dissemination action lines

The cycLED dissemination strategy is designed to make the results of our up to date research and technology development available to targeted communities, to attract a larger and active user community that might consider eco-innovative solutions as an additional option for their product development and product design, and to prepare future implementation of the developed solutions.

To achieve this goal, the following objectives have been identified for the cycLED dissemination strategy:

- Raising awareness of the cycLED approach and project results
- Involving the LED manufacturers in the dissemination of the eco-innovative solutions
- Motivating active involvement of researchers into cycLED-related research activities

### 1.2. Dissemination methodology

Fraunhofer IZM will coordinate and continuously update a dissemination plan, which lists all relevant events and media and the relevant project partner(s) intending to publish at a given event. Regularly screening of upcoming events, to assess whether these are suitable for cycLED publications and guarantee a high impact. The dissemination plan will be presented and refined at the semi-annual consortium meetings with the intention of developing a coherent publication strategy serving events and media of environmental research, photonics research, waste management & recycling and the business community in a balanced way.

The industrial partners will use their marketing, customer and business networks to disseminate the project results and the eco-innovative LED products, considering that eco-innovation does not only protect the environment but also improves the competitiveness, reduces cost and provides other advantages at economic and business level. The academic partners disseminate the results to their public and private research partners, to other research institutions and in lectures to their students. The research institutions will use the additional knowledge of this project for contract research with LED-related companies, as far as confidentiality and intellectual properties are not affected.

### 1.3. Dissemination plan – Year 2012

In the first year, the objectives of dissemination are to increase the level of awareness of the scientific and business communities regarding the cycLED project. Table 1-1 presents an overview of the goals, targets, tools and expected results of the dissemination activities in the first year.

**Table 1-1** Dissemination plan for the first year

<b>Main goals</b>	1- Promotion of the cycLED project and presentation of the research objectives to raise interest and develop partnerships outside the project consortium 2- Presentation of the first general research results
<b>Targets</b>	Companies, scientific community, policy-makers, business partners of the consortium
<b>Message</b>	The resource issue is crucial for LED technologies from an environmental, economic and strategic point of view and the cycLED consortium will develop solutions.
<b>Communication</b>	Webpage, flyer, presentations in conferences, first general publications

<b>supports</b>	
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#### 1.4. Dissemination plan – Year 2013

In the second year, the research will be advanced and concrete results will be available (Table 1-2). The dissemination activities will have to be distinguished according to the targets, who are usually interested in only one specific part of the research.

**Table 1-2** Dissemination plan for the second year

<b>Main goals</b>	<ul style="list-style-type: none"> <li>1- Diffusion of the first specific results on manufacturing technologies, assembly, use and recycling of LED products</li> <li>2- Promotion of the cycLED project to raise interest and develop partnerships outside the project consortium</li> </ul>
<b>Targets</b>	Companies interested in eco-innovative solutions, scientific community, policy maker, broad public audience
<b>Message</b>	Some eco-innovative solutions for LED products were developed to improve the resource efficiency. However, many challenges still need to be tackled.
<b>Communication supports</b>	Updated webpage, presentations in specific conferences and exhibitions, publications in specialized magazines and in scientific journals and the cycLED video

#### 1.5. Dissemination plan – Year 2014

At the end of the second year, the first demonstrators will be available. They should be known in the industry. Also first results regarding eco-design, business models and the overcoming of barriers are available. Table 1-3 presents the dissemination plan.

**Table 1-3** Dissemination plan for the third year

<b>Main goals</b>	<ul style="list-style-type: none"> <li>1- Diffusion of the specific results on manufacturing, assembly, use and recycling of LED products to adequate targets</li> <li>2- Support for the implementation of the developed solutions in the industry</li> <li>3- Diffusion of first results to decision-makers and policy-makers</li> </ul>
<b>Targets</b>	Companies, scientific community, policy-makers
<b>Message</b>	Eco-innovative solutions are available. However, the framework needs to be adapted to overcome barriers for the implementation.
<b>Communication supports</b>	Updated webpage, presentations in specific conferences and exhibitions, publications in specialized magazines and in scientific journals, workshops with companies and decisions-makers

#### 1.6. Dissemination plan – Year 2015

The cycLED project will end in June 2015. Dissemination efforts are needed to support the implementation of the research results (Table 1-4).

**Table 1-4** Dissemination plan for the last year

<b>Main goals</b>	1- Diffusion of the research results considering the complexity of the holistic approach
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	<p>2- Support for the implementation of the developed solutions in the industry</p> <p>3- Diffusion of results to decision-makers and policy-makers</p> <p>4- Networking to prepare follow-up research</p>
<b>Targets</b>	Companies, scientific community, policy-makers
<b>Message</b>	cycLED developed eco-innovative technological solutions, as well as approaches to support their implementation. These solutions bring advantages regarding competitiveness, cost and environmental protection.
<b>Communication supports</b>	Updated webpage, presentations in specific conferences and exhibitions, publications in specialized magazines and in scientific journals, cycLED conference, workshops with companies and policy-makers

## **2. TOOLS AND MATERIALS FOR PROJECT PROMOTION**

To increase the impact of the developed eco-innovative solutions, the cycLED project needs to be known by a broad audience. Some tools and materials to promote the project will be developed as a basis for all dissemination activities. First of all, a logo was developed and is used on all documents related to cycLED, including this deliverable. Other promotion tools and materials include a website, a project flyer and a short video, to which persons and institutions can refer when they are interested in the research.

### **2.1. cycLED Website**

NTU sets up a project website so that cycLED is present on the internet. This task includes the development of a public project website, including design of information architecture, graphical conception and design, creation of ergonomic user interfaces and integration of editorial content. The webpage aims at being comprehensive, interactive and allowing an exchange of data and documents. It will be used to inform the public on the details of the project content and objectives, the partners involved, the contact data for further information, the news and events related to the cycLED and an overview of the project results, respecting confidentiality where required. Deliverables with dissemination level “public” will be posted on the website. The website is linked with a “.eu” domain (e.g. [www.cyc-led.eu](http://www.cyc-led.eu)).

For the project internal communication a content server is used, which IZM sets up as part of its management tasks.

### **2.2. cycLED Flyer**

A project flyer, as well as an informational factsheet using the template of the European Commission, has been prepared. The printed version of the project flyer was distributed among the project partners at the first work package meeting in April 2012. The flyer will be updated regularly on Month 18, 36 and 42. This flyer should be used as information material for workshops, conferences and business meetings of all partners. It introduces the consortium, the background, the objectives and the expected results, using an eye-catching design. The second version will contain the first achieved project results.

### **2.3. cycLED Video**

A short video targeting a wide public audience will be produced to support the dissemination. Cinemadirect.com was selected as subcontracted professional who will produce, cut and finalize the video. The pictures, films, and interviews for the video will be produced in cooperation with all partners. The script is currently developed by the professional company in coordination with Fraunhofer IZM. The draft script was presented to all partners at the consortium meeting. As soon as the script is completed cinemadirect.com will start to film. The final video should be available by end of December 2012. The video will be available in January 2013 as download from the cycLED website.



### 3. PUBLICATION AND COMMUNICATION OF RESULTS

All project partners will organize and attend thematic conferences, seminars and workshops. Project results are expected to be published in journals, magazines and other media and be presented at conferences during the course of the project.

The cycLED partners will make their best efforts to follow an “open access” policy: Electronic copies of published versions or final manuscripts accepted for publication relating to foreground will be deposited in the cycLED webpage. It is intended to make electronic copies freely available to anyone. The open access approach intends to overcome the access barrier that the results of public funded research are only in journals available. Therefore cycLED will follow the approach of the horizontal FP7 project: 'Open access infrastructure for research in Europe' (OpenAIRE). Fraunhofer already provides an open access portal with its “ePrints” (<http://eprints.fraunhofer.de>).

#### 3.1. Target conferences and workshops

Table 3-1 shows an overview of international conferences, exhibitions and workshops suitable for the dissemination of the results of the cycLED research.

**Table 3-1 Conferences, exhibitions and workshops related to the cycLED research in the years 2012-2014**

No.	Activity / Event	Venue	Date
1	Annual International Symposium on Environment	Europe ( 2011 in Athens)	May 2012 / 2013 /2014
2	CARE Innovation – 2014	Vienna (Austria)	September 2014
3	Ecobuild UK	London (UK)	March 2012 / 2013
4	EcoDesign Japan (conference)	Tokyo (JP)	December 2012/ 2013/ 2014
5	Eco-Products (exhibition)	Tokyo (JP)	December 2012/ 2013/ 2014
6	Electronics Goes Green 2012	Berlin (DE)	September 2012
7	euroLED (annual conference)	Coventry, (UK)	June 2012/ 2013/ 2014
8	European Roundtable on Sustainable Consumption and Production	Bregenz (Austria)	3-5 May 2012
9	Expert forum on energy efficient lighting "Energieeffiziente Lichttechnik mit LEDs"	Regensburg (DE)	January 2012
10	Fotonica Evenement	Nieuwegein (NL)	March 2012
11	Groen Licht Vlaanderen	Gent (BE)	April 2012
12	Innovation for Sustainable Production (i-SUP)	Bruges (BE)	May 2012/ 2013/ 2014
13	International Conference on Advanced Design and Manufacture (ADMC)	Nottingham (UK)	September 2013

No.	Activity / Event	Venue	Date
14	International Conference on Industrial Ecology	Berkeley (US)	June 2012
15	International Conference on Life Cycle Engineering	Europe	May 2012
16	International Conference on Life Cycle Management	Europe ( 2011 in Berlin)	August 2013
17	International Conference on Microelectronics, Optoelectronics, and Nanoelectronics (ICMON)	Shanghai (China)	August 2012
18	2012 IEEE Photonics Conference (IPC)	San Francisco (CA)	September 2012
19	International L-O-M event (annual conference)	Düsseldorf (DE)	November 2012/ 2013/ 2014
20	International Symposium on Sustainable Systems and Technology	US (2011 in Chicago)	May 2012/ 2013/ 2014
21	Laser World of Photonics (annual conference)	Munich (DE)	May 2012/ 2013/ 2014
22	LEDs 2012	San Diego (CA)	October 2012
23	OPTO 2012 (annual conference)	San Francisco (US)	January 2012
24	Opto-Electronics and Communication Conference (annual conference)	Kaohsiung(TW)	July 2012
25	Photonica (annual conference)	Moscow (RU)	April 2012/ 2013/ 2014
26	Photonics Event (annual event by IEEE Photonics society Benelux)	Ghent (BE)	January 2012
27	SETAC symposia (Annual Meeting)	Europe (2011 in Milano)	May 2012/ 2013/ 2014
28	SID Organic Electronics (annual meeting)	London (UK)	September 2012
29	Smart Lighting Value Chain Summit (annual conference)	Santa Clara (US)	June 2012
30	The Lighting Association's Annual Conference (annual conference)	Telford (UK)	July 2012/ 2013/ 2014
31	Workshop on innovative lighting technologies "Innovative Lichttechnik - Beleuchtung"	Berlin (DE)	April 2012
32	World of Photonics	Shanghai (CN)	May 2012
33	Pollutec	Lyon (FR)	November 2012

Fraunhofer IZM organizes and hosts two special sessions on “Green Lighting” at the Electronics Goes Green 2012 conference in Berlin (9-12 September 2012) – the largest event globally at the junction of electronics and the environment-, will serve as a public kick-off for the research community. Three presentations and one poster authored by partners of the cycLED consortium will present the initial work of the cycLED

partners. They will be complemented by other speakers from the research community on LED technology. This event will create high visibility for cycLED at a very early stage of the project (1st year).

One or more special sessions related to the issues addressed by cycLED will also be included into the program of the coming International Conferences on Advanced Design and Manufacture in Nottingham, which is annually organized by the Nottingham Trent University. NTU will organise the International Conference on Advanced Design and Manufacture (ADM2013) in September 2013. This will be the 5th one in the ADM conference series, which have been well established and gained international reputation. All the conference papers of ADM2013, same as those of the previous ADM conferences, will be published in a refereed international journal which will be indexed by Elsevier Engineering Information and other major indexing medias. It is proposed that, during the ADM2013, the cycLED consortium will give a keynote speech to the conference participants, and organise a special session and poster exhibitions for the project cycLED.

For the years 2013 to 2015, at least 4 presentations per year should be done at international conference, in order to diffuse the results of the cycLED research in different scientific communities, to get contacts to exchange data and experience, and to receive feedback on the conducted work. All partners should present the research or part of it at an international conference at least once during the project.

### **3.2. cycLED workshops**

Workshops are usually smaller than conferences. They tend to involve participants doing work on a particular issue during the program, so that they exchange on their experience in the workshop issue and get ideas in return, a rough plan or tools to address a challenge. This form of event is more adequate to support the implementation of knowledge into practice.

#### **3.2.1. Local dissemination and internal training**

The exchange of knowledge during the project, through the research and the consortium meetings, will spread knowledge within the consortium. Moreover, direct bilateral training and mentoring for SMEs whose activities are related to LED markets and are not participating to cycLED is planned for the years will be proposed by Sirris and EDC in the 3<sup>rd</sup> project year.

#### **3.2.2. External dissemination and training**

Other workshops will be organized to disseminate the results of the research to further stakeholders.

In the frame of work package 7, an extended workshop with the different actors will be organized on month 36, to discuss the most viable business models developed.

The promotion of the results of WP8 (Overcoming barriers to eco-innovation) will partly be carried out through face to face events. They include a seminar for policy makers working on European and national levels. 45 participants are expected, including approximately 15 policy-makers from the European Union, 15 from the member states, and 15 other key stakeholders (professional & consumer associations, distributors, ...). Two main issues will be discussed during the seminar:

- Barriers to the diffusion of ecodesigned LEDs (Introduction to the topic and presentation of the results of WP8).
- Policies to support ecodesigned LEDs (Discussion of the suggested measures to overcome the identified barriers).

The participation in political informational events is planned, such as workshops of the European Commission and for example the “Fachgespräche” on specific environmental topics between with politicians and environmental experts organized by Deutsche Umwelthilfe (DUH), a German environmental NGO, where Fraunhofer IZM has access to.

### 3.2.3. cycLED Conference

Close to the end of the project, a public one-day workshop will be organized where the results will be presented and discussed with the stakeholders. Industrial and political stakeholders will be invited and the main technical, organizational and institutional findings and proposals of the project will be presented. Invited speakers will complement the presentations by the project partners. It is intended to have at least 200 participants from engineering, science and policy making at this event.

### 3.3. Scientific publications

In addition to the release of the deliverables and their publication on the website, which includes reports, policy-relevant syntheses and a policy brief, publications will be made available in scientific journals, in industry, engineering, business and trade magazines. The target groups of the scientific journals are LED, electronics, ecodesign, scientific community, as well as industrial ecology and eco-efficient systems. The target groups for the magazine are rather practitioners in SMEs and other companies.

The project partners will publish at least 5 papers presenting the project results in peer-reviewed international scientific and industry journals with high impact. Relevant journals are for example: The Journal of Cleaner Production, International Journal of Product Design and Manufacture for Sustainability, International Journal of Sustainable Design, Journal of Design Research, Journal of Sustainable Product Design, Int. Journal of Sustainable Manufacturing, Int. Journal of Production Research, Journal of Industrial Ecology, Business Strategy and the Environment, Industry and Innovation, Research Policy, Int. Journal of Innovation and Sustainable Development, International Journal of Life Cycle Assessment, Industrie & Technisches Management, SME Metallerie, L'Environnement Magazine, L'Usine Nouvelle, ECOMagazine, Low Carbon Economy. The cycLED partner EDCW met the editor-in-chief of the Journal of Cleaner Production, who said that he was considering two special issues on lighting and on critical materials, where cycLED papers can be published.

Moreover, as the Editor-in-Chief of the International Journal of Design Engineering published by Inderscience, Prof. Su of NTU, will organize a special issue of 5 - 6 research papers authored by the project consortium.

These scientific publications will be completed by regular press releases to inform the specialized press about new project results.

### 3.4. Face-to-face dissemination

According to an internal discussion with all consortium partners, the scientific publications in journals and conference proceedings don't reach a wide audience of industry and policy-makers. On contrary, shorter publications can be easily used by industry partners. It was decided to balance the industry and policy related dissemination activities with the scientific output.

The industry partner in cycLED will produce shorter publications (e.g. white papers) which should be used as information and education material for their clients and business partners. The "scientific partners" in cycLED will support the industry partners to produce these documents.

Furthermore, the industry partners will disseminate the project results to their business partners in personal meetings. The outcomes of such meetings will be compiled in a list including information on the future activities that were planned bilaterally. Also policy makers will be contacted in bilateral meetings.

### 3.5. Further dissemination activities

During the course of the project, active dialogue and dissemination of results of work packages will be arranged through existing e-mailing lists, publishing on designated web-pages of project partners (including those of affiliated projects), publications in different newsletters etc. The consortium members have personal contacts to many associations and networks, which will be used for dissemination of results:

- European Photonics Cluster
- The European Lamp Companies Federation (<http://www.elcfed.org/>)

- ZHAGA ([www.zhagastandard.org](http://www.zhagastandard.org))
- Cluster Lumière ([www.clusterlumiere.com](http://www.clusterlumiere.com))
- Groen Licht Vlaanderen ([www.groenlichtvlaanderen.be](http://www.groenlichtvlaanderen.be))
- Optec-Berlin-Brandenburg e.V. - OpTecBB ([www.optecbb.de](http://www.optecbb.de))
- WEEE-Forum ([www.weee-forum.org](http://www.weee-forum.org)) and European Recycling Platform (<http://www.erp-recycling.org/>) as big organizations of European e-waste takeback systems
- Lightcycle (<http://www.lightcycle.de/>), recylum (<http://www.recylum.com/>) and other European organizations of producers for the takeback of end-of-life lighting equipment
- European and national environmental non-governmental organizations such as the European Environmental Bureau (<http://www.eeb.org/>)

### 3.6. Teaching

Three partners with university background are consortium members (NTU, TI, EDCW). Moreover, Fraunhofer IZM is closely affiliated with the Technische Universität Berlin, which at present provides integration of RTD findings to university education at 4 universities in 3 countries. Fraunhofer IZM will delegate cycLED research staff for lectures at TU Berlin.

The integration of latest findings and results as well as illustrating case studies in the lectures at these universities is planned, disseminating the basic know-how directly among young professionals. The outcome of the project will be utilized to inform NTU's teaching to both postgraduate and undergraduate courses in the subjects of sustainable design, production and related areas. These include the teaching materials of taught modules for classes of more than 150, creating least 10 student major study projects, and benefitting to at least 5 MPhil/PhD projects. The outcome of the collegiate projects and teaching information related to those will be widely spread through NTU's website, university's marketing media, industrial partners, international contacts etc.

#### 4. DISSEMINATION MANAGEMENT

An Excel file was generated to record the publications made by the cycLED partners. The status of these records in June 2012 is presented in Table 4-1, Table 4-2 and Table 4-3.

**Table 4-1: Participation in workshops, exhibitions or conferences (simplified table)**

Partner	Date	Location	Exhi.	Conf.	Workshop	Name of the conference/ Workshop	Description
EDCW		London		X		Invite-only expert event at the UK Department of Business innovation and Skills (BIS)	The event was a semi-formal launch of the UK Resource Security Action Plan and was co-hosted by Department of Environment (DEFRA) and was attended by organizations relevant to cycLED e.g. Technology Strategy Board and British Geological Survey.
EDCW	2-4.05.2012	Bregenz			X	European Roundtable of Sustainable Consumption and Production	Participated in two workshops on behalf of cycLED – one relating to critical materials in High Technology sectors and one related to sustainable lighting development. Both workshops were attended by a mix of industry, policy makers and academics from across Europe. There was a high level of interest in cycLED.
Umicore + Fraunhofer IZM	25.01.2012	Brussels			X	Internal day workshop on Solid Waste Management and Processing	Representatives from industry (8) and research institutions (8) were invited to present ideas on which technologies hold particular promise for achieving step improvements in Europe's quest for more efficient use of resources and to discuss opportunities and solutions for using waste as a resource
Fraunhofer IZM SIIT	21.03.2012	Berlin		X		microsys Berlin 2012	Talk: "Advanced Packaging Technologies for Ultra High Brightness LEDs"
Fraunhofer IZM SIIT	27.03.-28.03.2012	Nieuwegein			X	Photonics Brokerage Event 2012	Face to Face discussions with institutes and industry regarding photonic aspects
Fraunhofer IZM SIIT	16.04.-17.04.2012	Frankfurt	X			Light and Building	Discussions about sources, use and recycling of LED modules for general and urban lighting
Fraunhofer IZM SIIT	17.04.2012	Frankfurt			X	Seminar of the International Solid State Alliance	International Society to understand the Solid State Lighting market and to build up worldwide standards
Fraunhofer IZM SIIT	08.05.-10.05.2012	Nuremberg		X		SMT Hybrid Packaging	Tutorial: "Zuverlässiges Wärmemanagement in LED und Leistungsanwendungen"

Partner	Date	Location	Exhi.	Conf.	Workshop	Name of the conference/ Workshop	Description
Fraunhofer IZM, NTU, ELPRO	09.09.-12.09.2012	Berlin		X		Two sessions on "Green Lighting" at the Electronics Goes Green 2012 conference.	Three presentations and one poster authored by partners of the cycLED consortium will present the initial work of the cycLED partners. They will be complemented by other speakers from the research community on LED technology.

(\*Exhi=Exhibition, Conf=Conference)

**Table 4-2: Oral presentations in workshops, exhibitions or conferences (simplified table)**

Speaker	Partner	Title	Date	Location	Name of the conference/Workshop
Jeroen Heulens	Umicore	Main drivers of technological advancement and investment in solutions in waste management, main barriers to facilitating market uptake, specific problems or gaps that both need and justify using European funded Research and Innovation	25.01.2012	Brussels	Internal day workshop on Solid Waste Management and Processing
Rafael Jordan	Fraunhofer SIIT	Advanced Packaging Technologies for Ultra High Brightness LEDs	21.03.2012	Berlin	microsys Berlin 2012
Jordan, Rafael	Fraunhofer IZM - SIIT	Challenges in LED Packaging, Green Lighting and Green Photonics	12.09.2012	Berlin	Electronics Goes Green 2012+
Su, Daizhong	NTU	Green lighting Product Design with a Lifecycle Assessment Approach	12.09.2012	Berlin	Electronics Goes Green 2012+
Marwede, Max	Fraunhofer IZM - ERE	Mass Flows of Selected Target Materials in LED Products	12.09.2012	Berlin	Electronics Goes Green 2012+

**Table 4-3: Publications**

Authors	Title	Reference (journal/magazine/conference proceedings etc.)
Nils F. Nissen	Grüne Elektronik	Fraunhofer-Magazin weiter.vorn
Jordan, Rafael; Tekin, Tolga	Challenges in LED Packaging, Green Lighting and Green Photonics	Proceedings of the conference Electronics Goes Green 2012+, Berlin, 9-12 September 2012
Su, Daizhong	Green lighting Product Design with a Lifecycle Assessment Approach	Proceedings of the conference Electronics Goes Green 2012+, Berlin, 9-12 September 2013

Authors	Title	Reference (journal/magazine/conference proceedings etc.)
Marwede, Max; Chancerel, Perrine; Deubzer, Otmar; Nissen, Nils. F.; Lang, Klaus-Dieter	Mass Flows of Selected Target Materials in LED Products	Proceedings of the conference Electronics Goes Green 2012+, Berlin, 9-12 September 2014
Höltig, Rolf; Maik, Bergamos	Recycling Options for LEDs and LED Products	Proceedings of the conference Electronics Goes Green 2012+, Berlin, 9-12 September 2015

Table 4-4 shows the face-to-face meetings that took place up to May 2012. The personal meetings are part of the industry and policy related dissemination (chapter 3.4).

**Table 4-4: Face-to-face meetings**

Partner	Date	Location	Meeting with	Description / Results
EDCW	31.05.2012	Wales	Policy makers in Wales from Department of Economy and Transport (e.g. with Head of innovation Strategy and Sustainable Development Policy manager) and Department of Environment and Sustainable Development (Waste Strategy branch)	Both departments have an interest in different aspects of cycLED e.g. innovation, critical materials etc.
EDCW	09.05.2012		Lighting and critical material advisors at UK Market Transformation Programme (MTP)	The MTP is a strategic and technical body that supports UK Government Policy on sustainable products. They are asking DEFRA to provide me with unpublished research that will be useful for WP2.
EDCW	06.03.2012	Swindon Wiltshire	UK Technology Strategy Board, particularly the chemistry innovation and critical material sub-groups	The chemistry innovation and critical material sub-groups have been asked by the EU commission to collaborate with TNO on a 'Study on Innovative Technologies and Possible Pilot Plants' in the area of critical raw materials and were interested in cycLED.
EDCW	23.05.2012	Brussels	Editor of the Journal of Cleaner Production	The Editor of the Journal of Cleaner Production is intending to publish special issues on critical materials and sustainable lighting. He was very interested in cycLED and he would welcome papers from cycLED consortium.
ELPRO	30.05.2012	Hamburg	CEO of the "Lightcycle Retourlogistik und Service GmbH"	Lightcycle have an interest on the results of existing collection schemes and expected revenue of LED waste. Lightcycle will support the project with available data on collection of lighting products.



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